

IMPERIAL CHEMICAL INDUSTRIES BUILDING



Here before you is the headquarters of British commercial science—the new building of Imperial Chemical Industries, Limited. Its hundreds of windows have been fitted with "Vita" Glass. Such a firm would not take this step without seriously weighing the advantages against the price that it must pay. What were the considerations that made them give so grave a tribute to "Vita" Glass. Workers behind windows of "Vita" Glass are less frequently absent through illness. Their cheeks have the bronzed glow that is a sign of health. They are more energetic and they are more happy.

Ordinary window-glass admits light but shuts out health. Now British science and British industry have produced "Vita" Glass—the window-glass that lets in the ultra-violet rays to the fullest extent of the sun's spectrum.

It is guaranteed to do so and to do it permanently. A booklet about "Vita" Glass will be sent to enquirers free of charge. It gives the names of many of the 300 hospitals, nearly 200 schools and hundreds of factories and offices fitted with "Vita" Glass. Tell your secretary to write for "Healthy Windows" and to address the post-card to the "Vita" Glass Marketing Board, 5 Crown Glass Works, St. Helens, Lancashire. London Office:—Aldwych House, W.C.2.

LOWER PRICES

Increased sales have made it possible to put "Vita" Glass into full production and reduce prices to a stabilised level of 1/- to 1/9 a square foot according to size—scarcely more than twice the price of ordinary glass.

SOME PROMINENT USERS OF "VITA" GLASS

The Bank of England • Lloyds Bank Ltd. • Imperial Chemical Industries Ltd. • Northcliffe Publishing Co. Ltd. • Eastman & Son • Ronuk Ltd. • Reckitt & Sons Ltd. • London Underground Railways Ltd. • Ministry of Agriculture • Lotus Ltd. • Illustrated Newspapers Ltd. • H.M. Office of Works Ferranti Ltd. • Cadbury Bros. Ltd. • Thos. Firth & Sons Ltd. • C. Hadfield & Co. Ltd. • Dunlop Rubber Co. • John Dickinson & Co. Ltd. • Genatosen Ltd. • Carreras Ltd. • British Petroleum Co. Ltd. British Thomson-Houston Co. Ltd. • Carr & Co. Ltd. • J. Bibby & Sons Ltd. • Bush House Hugon & Co. • Sanderson & Co. • Great Western Railway • Westminster Bank Ltd. W. & R. Jacob Ltd. • Royal London Mutual Insurance Ltd. • Chiswick Polish Co. Ltd.

* "Vita" Glass is obtainable through local Glass Merchants, Builders, Plumbers and Glaziers.

"VITA" GLASS

"Vita" is the registered
Trade Mark of



Pilkington Brothers,
Limited, St. Helens.

IDEAL HOME EXHIBITION STAND NO. 180 GROUND FLOOR NEW HALL

Vita.

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